



**Business Plan
CASANESS
Culinary startup Business**



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EXECUTIVE SUMMARY

Currently, the positive cases of Covid-19 continue to increase and are increasingly frightening. Many sectors have been impacted by the COVID-19 pandemic. The impact of this pandemic is not only on public health, but also undermines economic stability on a local, national and global scale. One of the economic sectors that has been seriously affected is the culinary industry. Many culinary businesses are forced to close their businesses temporarily or even go bankrupt. Seeing these problems, the MSME sector in Indonesia must immediately be carried out as a savior for the business world. With this we intend to create a business by providing consulting and training services to culinary entrepreneurs in Indonesia. The purpose of this business is not only to earn profit, but we also want to help culinary entrepreneurs in Indonesia to be able to develop and adapt in this difficult situation.

Through the alternative of making a business, culinary businessmen and their workers can earn income without having to stop their business in the culinary field. The business that we present is an application called Culinary Startup Business or abbreviated as Casaness. Casaness is an application that provides consulting and training services for culinary entrepreneurs in Indonesia. The Casaness application consists of 4 features that have a positive impact on its users. The 4 features consist of Casaness Consulting, Casaness Training, Casaness Magazine and Casaness Sharing. Culinary Startup Business is able to grow or create new opportunities for the younger generation, especially those who are willing to adapt and change the traditional market model to a virtual market.

In terms of market and marketing, our target market is culinary business players in Indonesia, both those who are running or those who are just starting to run their business, and we also do not limit it to gender, age, ethnicity, religion, race and between certain groups. For marketing steps, we will optimize the Play Store and App Store, through influencers, doing paid promotions, marketing on blogs that are crowded with visitors, through advertising on Youtube, and marketing through social media such as Instagram, Facebook, and WhatsApp.

Technology is currently on the rise, so we take advantage of it by creating a business with the aim of marketing products, because the number of internet users in Indonesia has increased this year compared to previous years. The use of this technology made us carry out the initial stage, namely designing an application first. Next we will work with competent and trusted developers in making applications. Of course we will present applications with good quality by always developing and maintaining according to what is needed and what is trending in society.

In the financial aspect, the price we offer is IDR 50,000 per hour for the Casaness Consulting feature and IDR 100,000 per class for the Casaness Training feature, so we project a profit in 1 year.

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LATAR BELAKANG

The current Covid-19 pandemic is getting more and more tense, as evidenced by the data last released by the Committee on Covid-19 Handling and Economic Recovery National (KPCPEN) dated July 6, 2021, it was written that the number of people Indonesia who has been positively exposed to Covid-19 is 2,345,018 people with a total of recovered patients were 1,958,553 people and the number of patients died was 61,868 people.

There have been many policies issued by the Indonesian government for the sake of save its people from the impact of the Covid-19 pandemic, not only from from a health perspective but also from an economic perspective. Recently the Indonesian government issued a Java-Bali Emergency PPKM policy which has an increasing impact on limited mobility of the Indonesian people. This of course adds to the problem for entrepreneurs in several sectors. The Central Statistics Agency (BPS) stated that accommodation and food and drink are the most affected business sectors Covid-19 with a figure of 92.47%.



(Badan Pusat Statistik, 2020)

Seeing these problems, we intend to make a business by providing consulting and training services to culinary business actors in Indonesia, both those who are running or those who are just starting to run his efforts. The purpose of this business is not only to make a profit, but We also want to help culinary entrepreneurs in Indonesia to be able to thrive and adapt in this difficult situation.

DESCRIPTION AND ADVANTAGES OF BUSINESS PRODUCTS

1. Vision, Mission and Business Goals

Vision and mission are very important for the continuity of our business. Here is our vision and mission:

A. Vision: "To be a superior and successful application in the development of culinary businesses in Indonesia."

B. Mission:

- a) Facilitating culinary business actors to prove with competent consultants in the culinary business field.
- b) Provide training for culinary business actors with experienced and successful tutors in the culinary business field.
- c) Provide interesting and useful readings for application users, especially for culinary business actors.
- d) Provide a place for culinary business actors to share experiences and stories when running their business.

The purpose of our business is not only to make a profit, but we also focus on the social side, which is to help culinary entrepreneurs in Indonesia to be able to develop and adapt in this difficult situation and beyond.

2. Product Description

Culinary Startup Business or abbreviated as Casaness is an application that provides consulting and training services for culinary entrepreneurs in Indonesia, with the hope that their business can develop and adapt in all situations. The Casaness app consists of 4 accessible features: (Application display image attached)

First, Casaness Consulting, is a feature where culinary business actors can consult with competent consultants in the culinary business field. To be able to access this feature, the user must pay a price of 50k per 1 hour to the account listed, then the user waits until the payment process is successful. After the payment is successful, the user can immediately have a personal chat with a certain consultant until the time runs out.

Second, Casaness Training, is a feature where culinary entrepreneurs receive training by experienced and successful tutors in the culinary business field. To get training, users must first register for the desired training, registration time is a maximum of 1 hour before the training starts. The price we provide is 100k per class and transferred to the account listed, then the user waits until the payment process is successful. After the payment is successful and the training hours have started, the user can immediately enter the room to get training until the time is up.

Furthermore, Casaness Magazine and Casaness Sharing can be accessed for free. Casaness Magazine is a feature that contains interesting and useful readings. Meanwhile, Casaness Sharing is a feature where culinary business actors are given a place to share experiences and stories while running their business.

3. Product Excellence

Casanness is a product in the form of an application, which is currently widely used by the public, this is because the application is easily accessible anywhere and anytime. In addition, there are no similar applications and there are still few platforms regarding the culinary business.

The Casanness application presents competent consultants in the culinary business field and also presents experienced and successful tutors in the culinary business field, so that the Casanness application is a suitable place for culinary business people who want to get consulting and training services.

The applications that we present certainly have good quality. In terms of planning and developing applications, we will focus on various aspects and work with competent and trusted developers. It doesn't stop there, we will continue to develop the application to be better and as much as possible minimize the occurrence of problems in the application. For application development and maintenance, we and the developer will always discuss and execute it in detail. We will also pay attention to the security of user data.

Go deeper into the features in the application. These features certainly have a positive impact on users, such as the Casanness Consulting feature and the Casanness Training feature. In addition, in order to provide the best convenience to users, this application features Casanness Magazine and Casanness Training which can be accessed for free.

MARKET OPPORTUNITIES AND MARKETING STRATEGIES

1. Target Market

The first thing that business actors need to do in marketing the products is to determine the target market that will be the marketing goal.

Our target market is divided into 2 groups. The first group is culinary business actors in Indonesia. Their number is quite large, data from the Indonesia Creative Economy Agency (BEKRAF) states that the number of culinary businesses in Indonesia in 2018 reached 5.55 million units or 67.66% of the total 8.20 million creative economy businesses. While the second group is the Indonesian people who want to run their business in the culinary business. Of course in the future, culinary business will always be excellent because food is one of the most important things for every human being.

From the two groups above, we don't limit in terms of gender, age, ethnicity, religion, race and between certain groups. As long as these people have passion in the culinary business, that will be our focus.

2. Business opportunities

Opportunities from this business certainly have great and convincing potential. Data from the Indonesia Creative Economy Agency (BEKRAF) states that the number of culinary businesses in Indonesia in 2018 reached 5.55 million units or 67.66% of the total 8.20 million creative economy businesses. As for now, this sector is the most affected by Covid-19 pandemic, so it needs not only incentive funds from the government but also consultation and training so that it can develop and adapt in this situations.

3. Opportunity Analysis

So far, the Casaness is the only application that provides consulting and training services for culinary business actors in Indonesia. Currently, there are still few platforms engaged in the culinary business. However, of course we have competitors, namely consultants who have been dealing with the problems of culinary business actors for a long time.

In facing the competitors, the ease and convenience that we provide in the Casaness is one of our weapons. We also need to know how competitors work in running their business. To obtain and collect information related to their business, our strategy is that we try to become one of their customers. We do this to learn what their strengths and weaknesses are.

4. Marketing Activities

In running a business, there is a strategy that is owned by each company for the sustainability of its business. For example, compiling marketing activities. the following are the marketing steps we will take:

- a. Play Store and App Store optimization. We will work closely with the Play Store and App Store, with the aim of making the Casaness easy to find and easy for users to download.

- b. Do the paid promotions. Currently paid promote is mostly done by entrepreneurs as part of a marketing step, the price is cheap and the results are also effective.
- c. Influencer endorsement. We will make influencers engaged in the culinary business as brand ambassadors.
- d. Promotion on blogs. Google is the most widely used search platform by the public, especially in Indonesia, so this will be a fairly effective marketing step.
- e. Advertising via Youtube. Youtube is one of the video-producing platforms that is widely accessed by the public, especially in Indonesia, so marketing through advertising on Youtube is a fairly effective step.
- f. Social media promotion, such as Instagram, Twitter, Facebook, TikTok, etc. Promotion through social media is the easiest and most effective marketing step. This is because Indonesia is the 5th country with the highest number of internet users. Therefore, we will prioritize this marketing step and become our focus.

5. SWOT Analysis

STRENGTH (S)	WEAKNESS(W)
<ol style="list-style-type: none"> 1. Casaness is in the form of an application, which is very easy and convinient to use . 2. providing competent consultants in the culinary business field. 3. provide experienced and successful tutors in the culinary business field. 4. Easily accessible in everywhere. 	<ol style="list-style-type: none"> 1. Requires internet connection to use this application. 2. Not many of people have know yet about this application.
OPPORTUINITY(O)	THREAT(T)
<ol style="list-style-type: none"> 1. Currently, there are still few platforms regarding the culinary business. 2. There is no such application yet. 	<ol style="list-style-type: none"> 1. There are competitors who use more sophisticated technology and features.

6. Porter Five Forces Model

- a. Rivalry among existing competitors (2/5)
There are only a few competitors in the industry in this business, in between what we found were culinary business consultants and also cooking lessons. However, with the ease and convinience that we provide to customers through the application, this business is able to compete with these type of competitors.
- b. Threat of new entrants (3/5)
To enter this business industry, it is necessary to have connections to various experts, people who are proficient in the culinary field as well as knowledge of making and establish an application.

c. Threats of substitutes (1/5)

So far, there has been no such a service product similar to the business we created, that is by using an application. Therefore it is possible for this business idea to become a pioneer in the culinary business world, especially in Indonesia.

d. Bargaining power of suppliers (4/5)

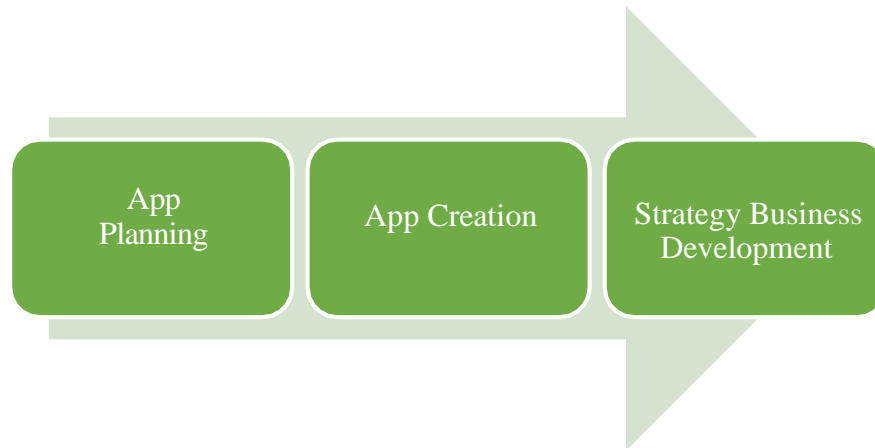
The main capital to run this business is to attract people who are experts in the culinary field such as consultants or maybe chefs to be able to join and become partners. The challenge is when they are established enough so that the benefits we offer to become partners are not very attractive to them.

e. Bargaining power of buyers (3/5)

Bargaining with customers will be very relative depending on how marketing and promotion are carried out, on the one hand many customers are willing to pay more in order to get the best quality training so that the products they will produce will be satisfactory, but on the other hand there may be some people who will tend to be reluctant spend money only on training services. Therefore we will provide various pricing options.

OPERATIONAL STRATEGY AND BUSINESS DEVELOPMENT

1. Product Manufacturing Process Range



In the series of product creation processes, our first step is to do planning related to the application that we will run well. Creating a business plan is part of that planning. In the series of product creation processes, our first step is to do planning related to the application that we will run well. Creating a business plan is part of that planning. The next step is to create an application, in this section we will work with a developer who is certainly competent and trusted. And frankly we and the developer will do development and maintenance on the application.

1. **Business development strategy**

Strategies and stages of business development:

- a. Research what our App Users need and want.
- b. Observing what is trending in the society, especially in the culinary field.
- c. The results will be a reference for us in developing applications, namely by upgrading the features of the X application which is expected to be more interesting.
- d. Upgrade security on applications and user data.

BUDGET PLAN

1. Costs

a. Fixed Cost

No.	Component	Total cost/year (Rp)
1.	App development & maintenance.	60.000.000
2.	Promotion.	96.000.000
3.	Pulse, quota, telephon dan electricity.	24.000.000
Total Fixed Cost		180.000.000

b. Variable Cost

No.	Component	Total Cost (Rp)
1.	App creation.	80.000.000
Total Variable Cost		80.000.000

2. Income Summary

Summary of profit/loss in one year of business production:

Income	Total
<p>Consulting:</p> <ul style="list-style-type: none"> Target hour for 1 year x hourly price = income which is then dividend 70% for consultants and 30% for us. 18.000 hours x 50.000 = 900.000.000 x 30% = 270.000.000. 	270.000.000

<p>Training:</p> <ul style="list-style-type: none"> Target participants for 1 year x price per class = income which is then dividend 70% for tutor and 30% for us. 36.000 participant x 100.000 = 3.600.000.000 x 30% = 1.080.000.000. 	1.080.000.000
Advertising Service.	160.700.000
Total Income	1.510.700.000
Production Cost	Total
Variable cost.	80.000.000
Fixed cost.	180.000.000
Total Production Cost	260.000.000
Profit (Income – Production Cost)	1.250.700.000

3. Proyeksi BEP

Income	Total
Total Income	1.510.700.000
Variable Cost (VC)	Total
Total Variable Cost	80.000.000
Fixed Cost (FC)	Total
Total Fixed Cost	180.000.000
BEP = $FC / 1 - (VC / \text{Income})$	190.065.003

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